



Topan Adi Pamungkas

Digital Performance Marketing



Summary

- Skilled in Google Adwords, Google Analytics, Google Tag Manager, Analytical, Facebook Ads, LinkedIn Ads, Linux Server, Webhosting and other performance marketing tools. Graduated with a Bachelor of Information Sytem from Binus University.



Experience

07-2013 -
08-2014

● Frond End Developer

Marapi Consulting

- Implement responsible web design principles to ensure that our company website renders well across multiple devices
- Design a framework for creating user apps that grows with the needs of the company
- Monitor website performance, watch for traffic drops related to site usability problems and rectify the issues
- Review app and feature coding and plan future website upgrades with the development team
- Assist in the development of applications and features that will be put on the website and in internal functions as well

09-2014 -
07-2016

● Technical Support

PT Master Web Network

Client Troubleshooting via Phone and Live Chat, Email Troubleshooting, Website Troubleshooting, Server Troubleshooting, Hosting Troubleshooting

08-2016 -
09-2017

● Digital Creative

PT Master Web Network

- Handled more than 13 Clients with various industries (Oil, Automotive, Edulaw, Hosting, ect) and able to manage given budget efficiently
- Involve in company business expansion by acquiring new clients
- Digital Media Planning, Implementing and Analyzing
- Site Analytics
- Campaign's Reports and Analysis

10-2014 -
present

● Digital Marketing Freelance

PT Master Web Network

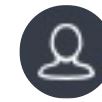
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- Involve in company business expansion by acquiring new clients
- Digital Media Planning, Implementing and Analyzing
- Site Analytics
- Campaign's Reports and Analysis

10-2017 -
present

● Digital Marketing Performance

PT Investree Radhika Jaya

- Develop and execute online marketing strategy, create online campaign to ensure achievement in leads generation, new user acquisitions and retention.



Personal Info

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Date of birth

27-06-1992

LinkedIn

<https://www.linkedin.com/in/topanadipamungkas/>



Skills

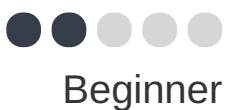
Google Adwords



Photoshop



Illustrator



Linux Operating System



HTML & CSS



Wordpress



- Online campaign planning – identify trends and insights to be implemented in targeted online campaign to ensure better traffics and conversation rates.
- Online campaign optimization – define and execute online marketing optimization, to ensure achieving targeted Cost per Acquisition and other related designated targets.
- Manage all performance marketing channels to increase brand awareness, online leads generation , to ensure business target growth and increase website and social media engagement.
- Monthly progress tracking, measurement, analysis, provide recommendation and report achievement from all digital campaigns.
- Collaborate with internal teams; designers, marketing and support, external team; agency and related vendors.
- Executing and Analizing Telkomsel, XL & Indosat for LBA campaign.

Languages

English



Indonesia



Sunda



Education

07-2010 -
07-2013

- **Institut Pertanian Bogor, Computer Engineering, Diploma Degree**

GPA 2.77

08-2014 -
12-2016

- **Binus University, Information of System, Bachelor Degree**

GPA 3.02



Certificates

10-2012

- CCNA Exploration : Network Fundamentals

06-2013

- CCNA Exploration: Routing Protocols and Concepts

09-2016

- AdWords Display Certification

09-2016

- AdWords Search Certification

08-2016

- AdWords Fundamental Certification



Conferences

05-2018

- Lazada Seller Gathering: Cimahi | Topic : Scale Up Your Business | Digital Marketing Scale Up Section

06-2018

- Sharing Session Execution Excellence Training | Top Implementation Executin Excellence on Finance Industrial



Interests

- Browsing
- Blogger
- Movies
- Download
- Gaming